

PRESS RELEASE

Range of ergonomic products - STABILO EASY EXPERTS If a child likes its pen, it is more likely to use it!

Kindergarten and the first years at school are an exciting time for children: finally they can get to grips with numbers, letters and the world of grown-ups. As a manufacturer of writing instruments, STABILO want to accompany children on this journey of discovery in the best way possible. That is why, for several years now, the company has been working together closely with educationalists, scientists and designers to develop optically appealing and ergonomically suitable pens for children learning to write. This is important, as research has proved that holding a pen incorrectly can impair a child's performance at school and even lead to health problems.

Ergonomics as a practice-oriented science improves the interaction of people and technology with the help of findings from technology and human sciences and increases safety, effectiveness and efficiency. Ergonomically designed products focus very much on the user and their real needs. They substantially decrease disadvantageous effects on the health and help to avoid unhealthy stress and early fatigue of the human being. But the benefit is not only reducing health risks or problems. Users also prefer those personal products from an emotional point of view. Therefore they also must be well designed!

Having fun whilst learning to write is, of course, dependent on a number of factors: the right style of writing, the right motivation and support, the right technique – and, of course, the right pen. On the basis of these findings we developed a range of ergonomic products STABILO EASY EXPERTS, consisting of the following products:

- The first fibre-tip pen with a cushioned tip and triangular shape – STABILO Trio Scribbi is scientifically recommended
- The first ergonomic learner pencil with a click mechanism - STABILO 's move easyergo provides the best start
- STABILO 's move easy rollerball is a contemporary alternatives to the classic fountain pen
- STABILO Easycolors und STABILO Easygraph: recommended by scientists! Ergonomic wooden colored and lead pencils especially for left and right handers

The first fibre-tip pen with a cushioned tip and triangular shape – STABILO Trio Scribbi

This “STABILO Trio Scribbi” – the first fibre-tip pen with a cushioned tip and triangular shape was specially developed to meet the needs of pre-school children and has been pleasing both kids and parents alike since its launch in 2006. A scientific, ergonomic assessment examined key design features, such as pen and grip size, the weight and shape of the grip, robustness and appearance, and concluded that they are ergonomically recommended!

The Scribbi therefore also fits snugly into the small hands of three- to six-year-olds. Such a relaxed hold prevents the early fatigue of the hand and arm muscles. The shape of the grip allows playful experimentation with a wide variety of different holds and leads to a personally-suitable finger hold. The robust, cushioned tip also withstands the high-pressure forces that occur during enthusiastic scribbling and drawing. From a scientific perspective, these are key properties that facilitate learning to write. As the only pen with a round, thick, cushioned tip, it's ideal for dotting dots or vigorous coloring in of large areas - this pen can take a lot. The twelve water-based, child-friendly Scribbi inks are especially bright and color-intensive. Little ones in particular will be delighted with their colourful fibre-pens drawings. Since any accidental ink smudges off the page can easily be washed away, the pens are clothes, furniture and parent-friendly too.

Off to the best start: STABILO 's move easyergo is the first ergonomic learner pencil with a click mechanism

At last – being able to write on my own! That's what most children learning their ABCs wish for most of all. And they normally quickly learn just how difficult it is to get all those completely different-looking letters down on paper in the right way. Often, they just have to try again and again until it's right. That means staying nice and relaxed for a long time. But writing success also depends on the first writing instrument.

That's why, together with scientists, STABILO has developed an innovative pencil especially for children learning to write. The 's move easyergo is the only ergonomic learner pencil with a click mechanism made for children's hands and available in two versions for left and right hands. Its ergonomic design, including non-slip grip zone just looks really cool. Under the motto “grey pencils are over, children prefer color”, the pencil is available in four colorful versions. These also come with a matching eraser and sharpener, which are also ergonomic. With space for a nametag and a replaceable lead, there's also now a modern, ergonomic pencil especially for children learning to write. “Off to the best start!” The pencil is therefore shaped to be compatible with the anatomical features of a child's hand. Following in-depth theoretical and practical tests, the STABILO 's move easyergo has been recommended as ergonomically suitable by scientists and teachers, and has delighted children and adults alike!

Better marks every year! STABILO 's move easy is a contemporary alternative to the classic fountain pen

As a new interpretation of the fountain pen under the motto ‘doesn't blot or scratch’, the STABILO 's move easy, the prize-winning pen for right and left-handers that's really hot property, is taking over pencil cases across Europe. With its product features recommended by ergonomics experts, it's equally popular with pupils, parents and teachers. STABILO 's move easy rollerball is a contemporary alternatives to the classic fountain pen.

A quick glance inside the pencil cases of young school pupils confirms that the STABILO 's move easy rollerball is a real hit with children. Both right and left-handed versions have secured a regular place on kids' desks during the first few years of school, doing what they do best - making writing child's play! Its ergonomic shape is specially suited to the hands of children starting school. A moulded grip and a slightly arched shape support the correct pen hold and stop the pen from slipping. Writing with the 's move easy is therefore very relaxed, preventing muscles

from tiring early on – so that all school children can really enjoy learning to write – without cramping.

STABILO EASYcolors and STABILO EASYgraph: The best tools for starting school in good hands and recommended by experts: the first ergonomic colored and graphite pencils especially for right and left-handers

Making learning child's play, supporting skills in an intensive and yet child-oriented way – not only is this fun, it's also the most effective method. Fortunately, this is a generally recognised principle of modern education. This means that imaginative drawing and colorful scribbling at pre-school age are considered a good means of preparing for learning to write - as long as the unpractised hands don't suffer from cramp resulting from the pencil being held incorrectly or too tightly, or that left-handed children don't use right-hander pencils.

That's why writing instruments developed together with experts to meet these needs precisely are ideal "training material" – for example STABILO Easycolors and STABILO Easygraph, the first ergonomic colored and graphite pencils especially for left and right-handers. The triangular shape and perfect-fitting, non-slip grip moulds for left or right-handers ensure that the correct grip is found intuitively from the start. This means that the fingers on the writing hand stay relaxed when writing is practiced intensively at school and letters and numbers have to be put on paper as uniformly as possible.

In scientific tests with experts from the fields of ergonomics, psychology and medicine, as well as studies involving children and young people, the STABILO EASYcolors performed better than the competition and is recommended for a successful start at school. It is suitable from pre-school age, and then for all school levels.